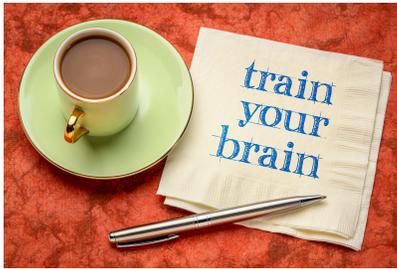


YOUR CAREER > YOUR FUTURE

Career Experts Group Monthly Newsletter



Self-care. Well-being. Mental health. These topics are taking center stage in the workplace as companies attempt to support its workers, and job hunters seek companies that prioritize behavioral health. That's why our July edition focuses on YOUR BRAIN AT WORK.

Among this month's articles:

While career coaching and therapy are quite different, they also share some similarities in their approaches with job seekers. This article explains how.

If your professional to-do list keeps growing, you may end each week frustrated about all the things you didn't complete. Get strategies to shift from a checklist mindset into a growth mindset.

Your brain can sabotage your career success through negative thoughts, fears, and self-doubt. Discover why this happens and how you can overcome it.

There is a lot of misinformation regarding the interview process. This article will help you separate the myths from realities while receiving some useful strategies.

Neurodiversity is a viewpoint that brain differences are normal. Learn how workers with autism, dyslexia, ADHD, and other cognitive variations can navigate the job search process.

Job loss can take an emotional and physical toll. Get tips to understand your reactions and move forward.

For more career-focused information, insights, and inspiration, follow the Career Experts Group website at www.careerexpertsgroup.com. You can reach us at info@careerexpertsgroup.com.

We've got you covered wherever you are in your career journey.

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Share your career questions with our experts.

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NEWSLETTER HIGHLIGHTS

Career Industry News/Trends

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Job Finding Strategies
Job Finding Myths and Realities: Interviews

Career Advice
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Building Your Brand
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Special Feature
Lost Your Job? You are "BETWEEN JOBS," Not Unemployed

CAREER
EXPERTS
GROUP



LET'S GET TO WORK ON YOUR CAREER

Click on the CEG logo to visit our website

CAREER COACHING OR THERAPY: WHAT'S THE DIFFERENCE?

by *Elyse Pipitone*

Wellbeing and self-care are critical in the job search and in the workplace, especially when confronting situations that are emotionally challenging. This is where career coaches and therapists can help.

Career coaches offer tools to help their clients take action to reach their employment goals: making a career change, negotiating a raise or promotion, or improving a relationship with a coworker, for example. Coaches provide strategies and action steps that encourage clients to be proactive and break through their inertia, often using techniques that are outside the clients' knowledge base or comfort zone. Coaches can also help job seekers identify their personal and professional values so they can find companies that align with them.

When a person is constantly rejected for jobs, or when they are working in a toxic workplace, it's common to feel burned out, frustrated, and down. Career coaches can help job seekers identify and communicate their strengths and improve their self-confidence. However, when job seekers experience extended periods of insomnia, changes in appetite, depressed mood, or increased anger, it may be time to talk to a therapist.

Psychologists, social workers, and mental health counselors are trained to help change a person's patterns of thinking that are counterproductive or even harmful to themselves and others. Therapists can also help resolve crises and address behavioral health issues like depression, anxiety, and trauma. While most career coaches are knowledgeable in issues surrounding Diversity, Equity, Inclusion, and Belonging, a therapist can be invaluable in helping clients process experiences like workplace bullying, bias, microaggressions, discrimination, and other actions that can have long-term emotional consequences.

It's not unusual for a therapist to refer a client to a career coach, or for a career coach to suggest therapy to a client. Both professions want the best for their clients but may be limited in the knowledge – and certification/training – they can provide. They can often work together as a strong team to best support their client.

Looking for support?

- To find a therapist or counselor, visit Psychology Today's "[Find a Therapist](#)" website.
- Job seeker support groups are offered through some state career centers, public libraries, and church ministries.
- Networking opportunities that are both social and professional can be found on Meetup and Eventbrite.
- Community groups and religious organizations can also be a great source of support and connection.
- Listen to "Career Thought Leaders Branding Club, Your Career Guide" on Clubhouse every Monday at 1:00 pm ET - a resource for professionals to connect with career industry authorities, receive free career advice, and learn job search strategies. Download the Clubhouse app on your phone to join this informative weekly session.



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STEP AWAY FROM THE CHECKLIST MINDSET AND INTO THE GROWTH MINDSET

by *Jacqueline Peros*

These past few weeks have me feeling frantic to get through my never-ending to-do list. I've noticed that when working like this, I lose sight of the bigger picture and then end the week feeling badly about myself for not accomplishing what I set out to do on Monday!

Fortunately, a few months ago I became involved in a weekly group meeting with colleagues that I respect and admire as women and business owners. The beauty of this one-hour call is that we articulate our goals for the following week and identify what action steps we will implement in order to achieve them. This simple concept has worked wonders for all of us.

As a result of our group meetings, I've adapted a few Monday morning strategies that help me to step away from the checklist mindset and into the growth mindset. It has helped me gain more visibility for my personal brand because I'm stepping away from the "invisible labor" (tasks that don't position or voice one's value).

Before the week gets away from you, here are three tips to help you gain more visibility for your personal brand:

Set goals

I typically write out my yearly goals in January and then keep them visible so they act as a reminder to me when evaluating opportunities. However, it's easy to get distracted with what we think is a more immediate need at the moment. To keep myself on track, I revisit my goals every Sunday night and write down a goal I'm going to focus on for the week. This helps me to stay on track and minimize the daily distractions.



Get comfortable with self-promotion

It isn't bragging if it's based on facts! Don't keep your achievements a secret. Write down one accomplishment you are proud of and be sure to communicate it to your audience.

Show up for your network

The most important part of your personal brand identity is your network! Make sure you nurture your network by reading, commenting, or "liking" their posts. It goes a long way in building relationships, so be sure to choose 5 connections each week and show your support!

Try these three strategies and let us know what type of results you were able to see in a week! Send us your updates to info@careerexpertsgroup.com.

Do you have a personal branding question that you would like to [Ask the Experts](#)? We would love to hear from you.

[Click Here to Submit a Question to Our Experts.](#)

HOW OUR BRAINS CAN HOLD US BACK

by *Marie Eddy and Vivian VanLier*

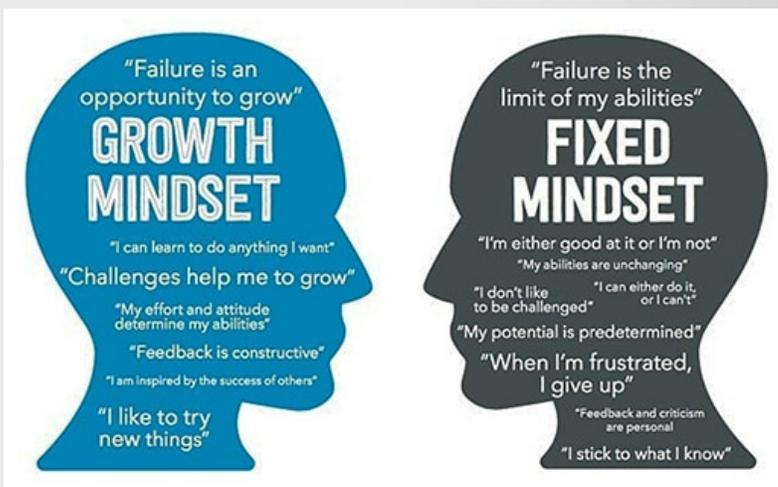
Are we our own worst enemy when it comes to our careers? Author Dawn Graham would say, “Sometimes, yes.” In her book *Switchers: How Smart Professionals Change Careers and Seize Success*, Graham identifies ways our brain can sabotage our career success, including cognitive distortions, biases, and loss aversion. These brain-manufactured feelings can lead to self-doubt, rationalizations, and inertia.

People sometimes refer to making a career change as “taking the plunge” or a “leap of faith.” Our innate fear of the unknown and our desire to maintain the status quo are natural. However, they may keep us from pursuing a more satisfying career. To achieve fulfillment in our lives, we often have to tackle our fear of the unknown.

Don’t forget, the hiring manager also has this fear. A poor hiring decision can be costly to the company and reflect poorly on them. So, you must demonstrate clearly to the hiring manager how your experience and accomplishments are directly translatable to the new career and position you are seeking.

People may also experience a loss of identity. Some might pursue a career based on others’ opinions instead of following their heart. Or they fall into an occupation — maybe a relative hired them — and they stay because it’s easier than figuring out what they’d be happier doing. After a while, the thought of doing something different can be panic inducing. “Who am I if I stop being a (fill in the blank)?”

There are ways to short-circuit these fears. One way is to develop a growth mindset. Another is to identify your interests and talents and then research which careers provide the opportunity to use them. Career professionals can help.



Learn About Mindset

[18 Best Growth Mindset Activities, Worksheets, and Questions](#) (with free downloadable Meaning and Values Living Exercises)

[How to Leave Your Comfort Zone and Enter Your "Growth Zone"](#) (with free downloadable Goal Achievement Exercises)

[What is Positive Mindset: 89 Ways to Achieve a Positive Mental Attitude](#) (with free downloadable Positive Psychology Exercises)

[5+ Ways to Develop a Growth Mindset Using Grit and Resilience](#) (with free downloadable Resilience Exercises)

According to [Psychology Today](#), Try These Steps to Develop A Growth Mindset:

Acknowledge and embrace imperfection / Face your challenges bravely / Stop seeking approval from others
 Pay attention to your words and thoughts / Take a step deeper into authenticity
 Cultivate a sense of purpose / Redefine "genius" / Turn criticism around until you find its gift
 Value the process over the end result / Learn from the mistakes of others / "Not yet" is OK
 Take risks in the company of others / Be realistic / Speed is not important / Own your attitude

JOB FINDING MYTHS AND REALITIES: INTERVIEWS

by Deb Squire and Laura Johnson

*“It is not the person who can do the job best that gets hired.
It is the person who knows BEST how to get hired.”
-Richard Lathrop*

The job market is constantly evolving. Do you know how to get hired?

MYTH: The resume will get me the job.

REALITY: The resume might get your foot in the door. But it’s how you respond to interview questions, interact with potential teammates, present yourself, and follow up that gets you the job.

MYTH: There is no way to know the interview questions or interview process ahead of time.

REALITY: You can find out how your target company conducts interviews by accessing reviews on Glassdoor.com, networking with current and past employees, and partnering with your recruiter.

MYTH: I only need to list my strengths, skills, and education to demonstrate my fit to the position.

REALITY: Show, don’t tell. Interviewers want to know how you think and work, approach problems, and interact with others. Tell a brief but informative story about your skills, strengths, experiences, and career using STAR (S-Situation, T-Task, A-Action, R-Result). To drive your story home, add a second R and R-relate your results to the position and company you are interviewing with.



MYTH: All I need to do on the interview is describe my current and past roles. The interviewer will tell me about the company.

REALITY: Preparation is essential. Interviewers look for candidates who demonstrate that they understand the company and its competitors, how the company generates revenue, and how their work fits into the larger organization. Research the company website, as well as Glassdoor.com, Twitter, LinkedIn, Instagram, and Yelp/Google reviews, and talk to your network.

MYTH: Leave your questions for the end of the interview.

REALITY: Yes, asking questions at the end of the interview is essential. However, asking appropriate questions during the interview is a great way to create a natural conversation and demonstrates your interest and enthusiasm for the role and the company.

MYTH: Following up after the interview is a sign of desperation.

REALITY: Ask about the next steps in the interview process and a date to follow up. Then FOLLOW UP. Ways to engage include: sending a thank you note (handwritten and email); reaching out to ask if any further information is required; and connecting with them on LinkedIn with a customized invitation.

MYTH: A “no” means the company didn’t like me, and I should take them off my list.

REALITY: If you were not chosen for the job this time, that is not an automatic “never” for future opportunities. Send a thank you note and indicate your continued interest. Stay connected to the recruiter. Continue to interact with your network and internal company contacts.

Receive "Your Career > Your Future" directly in your email.

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NEURODIVERGENT JOB SEARCH TIPS

by *Murray A. Mann and Vivian VanLier*

Between 10% and 20% of people fall into the category of “Neurodivergent (ND).” These are individuals who process information in a manner different from “Neurotypicals,” whose perceptions and behaviors are considered the norm by the general population. NDs include those with Autism Spectrum Disorder, Attention Deficit/Hyperactivity Disorder (ADD/ADHD), Dyslexia, Tourette Syndrome, and more. According to Leslie Wilson, executive vice president at [Disability:IN](#), “Neurodiversity is a viewpoint that brain differences are normal, rather than deficits.” In reality, everyone is, to some extent, “differently-abled.”

More organizations are seeing the advantages of leveraging the talents of neurodivergents and are proactively recruiting them. ND strengths may include focusing on details, retaining information, recognizing patterns, and drawing connections others might not see. Studies have shown that NDs who work in roles aligned with their strengths and interests can add significant value to teams. They are consistently reliable, increase productivity, and often add to creativity and innovation.

A job search can be more challenging for NDs. The first helpful step is self-reflection. [Samantha Nuttall](#), The Neurodivergent Coach, recommends asking questions like, “What are my best ways of working? What kind of environments will be right for me, and how can I navigate them? How can I talk about my neurodivergence in a positive way to get the job?”

There are pros and cons to disclosing that you are neurodivergent during the job search process. One benefit is that it enables prospective employers to tailor interviews to you and avoid stumbling blocks such as difficulties with eye contact or challenges with team collaboration.

Additional steps you can take are advocating for yourself, leveraging job search/career resources, finding an ND coach, identifying neurodivergent-inclusive employers/hiring processes, and showing proof of performance/demonstrating your skillsets (have the employer “seeing” you in the job).

The following resources can help:

[JAN – Job Accommodation Network](#), a service of the U.S. Dept. of Labor providing information to individuals and employers about neurodiversity, interviewing, job accommodations, and resources.

[DisabilityIn's Resources](#), its [Disability Equality Index](#) for best places to work, and its newly launched [Neurodiversity Career Connector](#) job board and employee/employer stories.

[Autism Speaks Workplace Inclusion Now \(WIN\)™](#) features a Resource Guide, Employment Toolkit, and LinkedIn: Autism Employment Network.

FIGURE 1

Enablers of neurodivergent professionals’ success in the workplace

Revisit the hiring process	Create a conducive work environment	Provide tailored career journeys
<ul style="list-style-type: none"> • Cast a wider net • Evaluate screening criteria and process • Reinvent the interview • Expand the roles available 	<ul style="list-style-type: none"> • Respect individual differences • Provide a mentor (and a buddy) • Create a culture that offers, encourages, and accepts both flexibility and inflexibility 	<ul style="list-style-type: none"> • Frame organizational policies to support neurodiversity • Do not predefine what success/growth should look like • Offer opportunities to mentor and coach

Source: Deloitte analysis.

Special Feature

by Deb Squire

LOST YOUR JOB? YOU ARE "BETWEEN JOBS," NOT UNEMPLOYED

Whenever a life change happens, we experience a diversity of thoughts, feelings, and rationalizations. To move forward more quickly after a job loss, here are some suggestions:

1. Your feelings of loss are about much more than losing income. It is about a loss of control, routines, relationships, successes, your sense of value, and even your to-do lists.
2. Finding a job is a skill that you will use many times; the average job lasts 3-5 years. Design a strategy that will keep you moving forward. The least effective way is by only using job boards. Networking is a better strategy. For competitive positions, referrals account for 70% of the hires.

*"It is not what you know or who you know,
it is who knows what you know."*

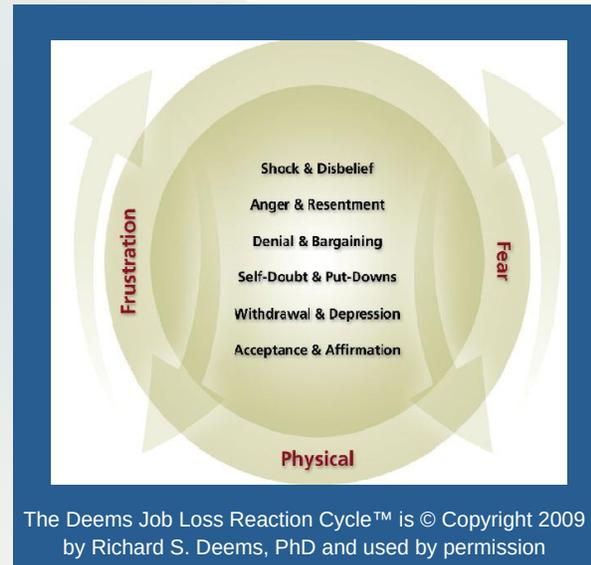
3. It will likely take you longer than you think to find your next good job. The media consistently says that anyone who wants a great job can easily find it, when in fact the latest Bureau of Labor Statistics report indicates that the average length of unemployment for those 45 years and older is 8.08 months. The hiring process involves multiple steps.
4. Take care of your physical and emotional self.
 - a. Create a support system of people who can help you with a variety of things. Keep their names, phone numbers, and e-mails handy.
 - b. Watch your eating, drinking, and sleeping habits.
 - c. Increase your physical activity.
 - d. Make a list of things you enjoy doing and projects you want to do. Integrate them into your day when you are losing energy for your search. Finding a position takes a lot of energy.
 - e. Don't stop living your life. If you feel/hear yourself saying, "I cannot commit to that because I will have a job by then, go ahead and make plans. You can always revise them as situations change."
5. Create an office space. Organize items you brought home from your workplace, realizing you may not use those items again for a long time, or maybe never.
6. Have a schedule/routine/specific goals. Leave the house for at least part of the day. Develop a list of places to go, such as the library or coffee shop. On Friday afternoons, have your next week's plan scheduled, then let it go for the weekend so you can reenergize.
7. Learn something new and/or get a part-time position. Keep your skill sets active and polished.

The hardest part is not knowing when this will end and where you will end up.

We have a tendency to ask for help least when we need it the most. Ask. Others do want to help.

To learn more about the "normal" stages that people go through when they lose a job, check out the article [What Happens to People Who Lose Their Jobs](#) by Richard S. Deems, PhD and Terri A. Deems, PhD. If you would like to learn more about the Deems Job Loss Reaction Cycle™, you can read the book [Make Job Loss Work For You](#), covering topics such as: What Can I Expect Now? (Features the Deems Job Loss Reaction Cycle), What Do I Do Now?, and What is the Deems JobGetting Skills™ System?

Have you previously lost your job? How did you get through it? What kept you moving forward? Do you have any advice you would like to share with our readers? Let us know at info@careerexpertsgroup.com.



What is the difference between career counseling, career coaching, and career consulting? (From Janine S.)

You may see the terms “career coach,” “career consultant,” and “career counselor” used interchangeably... but there is a difference.

GUIDE – A Coach is a guide who focuses on the future through empowerment and long-term goals. They lead client discovery (where you are, to where you want to be). Professional coaching concentrates on setting goals, creating outcomes, and managing personal change. The primary focus is on creating actionable strategies for achieving specific goals in one’s work, with an emphasis on action, accountability, and follow through. You can read more about coaching services in the ["Career Coaching or Therapy: What’s the Difference?"](#) article on page 2.

ADVISE – A Consultant is an expert focused on advising on current issues based on their knowledge. They will diagnose problems and prescribe and, sometimes implement, solutions. This is different than coaching, which assumes that individuals are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

SUPPORT - Counselors focus on the past (what got you here – the why and how). Counselors look at how past work experiences or professional barriers may be causing current career challenge(s). They provide career information resources, discuss career development, and help with decisions around choosing, changing, or leaving a career.

I have extreme interview anxiety. What can I do? (From Mark Q.)

The more preparation and practice that you do, the more confident you will be. The more confident you are, the less anxious you will feel. And remember that you are not alone; most people feel anxious about job interviews.

1. Do your research on the company, its competitors, and the people you will be interviewing with.
2. Prepare STARR (Situation, Task, Action, Result, Related) stories to help you stay focused when answering interview questions.
3. Practice by participating in mock interviews.
4. Use positive affirmations to push out any negative mindset obstacles. Focus on your strengths.
5. Rationalize your fears. Remember that it is our perception of a situation that causes anxiety, not the situation itself. Try to identify any negative thoughts you have about the interview and challenge them.
6. Remember that you wouldn’t have been selected for an interview if the employer didn’t think you were right for the role.
7. Try “power posing.” Power posing is adopting powerful, expansive body language. For example, the Superhero Pose—legs wide, hands on hips, chin raised—is a powerful posture and it can make us feel more confident and can even help us perform better. On the other hand, powerless, contractive body language—such as self-hugging—can make us feel less confident and can negatively affect performance. Numerous studies have found that standing in a Superhero Pose can leave you feeling powerful, confident, and positive. Study participants told researchers they felt stronger when they engaged in power poses and upright postures.
8. Think of the interview as a conversation, not an interrogation. It’s also an opportunity for you to ask your own questions about the position.
9. Take a breath before answering interview questions.
10. Put the interview into perspective and don’t lose sight of the big picture. Remember it’s not the end of the world if you don’t get offered the role. There will be other opportunities.
11. Play motivating music, like the theme from *Rocky*.



Ask the Experts
Continued on Page 9

I know I am good at my job, but I feel like I don't deserve to have this role. How can I become more confident about my worth? (From Jalyne V.)

What you are describing is called Imposter Syndrome. This is the feeling that you don't deserve your job despite all of your accomplishments. As a result, you may hold yourself back from taking risks for fear of failure.

Try these steps to work your way out of the Imposter Syndrome mindset:

1. Conduct a realistic reflection and evaluation of your strengths and weaknesses. Write down those accomplishments and celebrate them.
2. Be conscious of times you compare yourself to others and redirect your focus on yourself and your strengths and accomplishments. According to Matt Mullins, an American five-time martial arts world champion and actor, "*The only person you should try to be better than, is the person you were yesterday.*"
3. Watch the language that you use. Consistently saying, "I have a stupid question," or "I feel," or "I think" depletes your confidence in yourself. Update your language with more confident, assertive phrases and know that your questions and ideas are valid and important.
4. Reframe your story by writing it down. Identify who you are and how you got to where you are. Let yourself shine on paper. Then, accept that it's all true.
5. Check out *The Secret Thoughts of Successful Women: Why Capable People Suffer from the Impostor Syndrome and How to Thrive in Spite of It* by Valerie Young. This book shows readers how to take ownership of their success, overcome self-doubt, and banish the thought patterns that undermine their ability to feel — and act — as the capable professionals they actually are.

I was laid off and I'm afraid won't be able to find another job in this economy. What can I do? (From Zack K.)

Network – Connect with and reach out to everyone in your network who could support you during this time: mentors, former colleagues, clients, customers, vendors, and family. Create social media announcements and share where appropriate (LinkedIn, Facebook, Twitter, etc.). Mention the layoff, as it's an easy way to explain why you left and why you're focused on finding a great new job.

Take Care of Your Mental Health – Your mental health and self-esteem can take a huge hit if you are laid off. Try these recommendations to keep your mental health in shape: Give yourself permission to grieve. Don't isolate yourself. Take advantage of your support system. Stick to a regular routine. Take time to be physically active. Set small, achievable goals. Tune out all the negativity and naysayers. Learn more about coping with job loss by reading "[Lost Your Job? You are BETWEEN JOBS, Not Unemployed](#)" on page 7.

Prepare Your Story - Work on crafting a simple explanation for your layoff that you can share with professional contacts and potential hiring managers. According to John Lees, the UK-based career strategist and the author of *How to Get a Job You Love*, "Develop an "objective, short, and upbeat" message that shows you're "not a victim and you're not stuck."

Rebrand Yourself – Realign your brand to address a new challenge or crisis, such as a layoff or termination. According to Jim Heinger in a *Forbes* article titled [Rebranding Your Personal Brand: Easy Steps to Stage Your Personal Brand Turnaround](#), "Build the appropriate bridge connecting the best of your past to your future, articulating how your accomplishments are relevant and make you a stronger, differentiated expert in your new sphere."

Advance Your Knowledge – Obtain certifications that will add to your value proposition. Check out these websites: [Alison](#), [edX](#), [Coursera](#), and [Udemy](#).

Share your career questions
with our experts.

[CLICK HERE TO SUBMIT YOUR QUESTION!](#)



HOLIDAY HIGHLIGHTS



BEBE MOORE CAMPBELL MINORITY MENTAL HEALTH AWARENESS MONTH

July is the month to bring awareness to the unique struggles that racial and ethnic minority communities face regarding mental illness in the United States. The concerns and traumas faced by marginalized, oppressed, and disenfranchised people are unique and need to be addressed as such.

In an article published by American Psychological Association titled [5 Ways to Improve Employee Mental Health](#), companies can support their employees' mental health in the following ways:

- Train your managers to promote health and well-being.
- Increase employees' options for where, when, and how they work.
- Reexamine health insurance policies with a focus on employee mental health.
- Listen to what your employees need and use their feedback to evolve.
- Take a critical look at equity, diversity, and inclusion policies.

When selecting a therapist, make sure that you are interacting with a culturally competent provider who will integrate your beliefs and values into treatment. According to the article [How to Find a Culturally Competent Therapist](#) by Ruben Castaneda, asking some basic questions can help you ensure that you have found the right provider to meet your needs:

- What does it mean to you to provide culturally aware care?
- What training or learning have you done on this topic?
- Have you treated other people who are part of this community in the past? Can you describe ways that you integrated their identity into successful treatment of their symptoms?

SOCIAL WELLNESS MONTH

Social wellness is about your capability to bond with others and build satisfying relationships. Social wellness means nurturing yourself and your relationships. Ensure that you have friends and other supporters, including family, to turn to in times of need or crisis who can give you a broader focus and positive self-image. Social support enhances quality of life and provides a buffer against adverse life events.

Check out this great [social wellness toolkit](#) from the National Institutes of Health (NIH). Positive social habits can help you build support systems and stay healthier. Here are some tips for connecting with others:

- **Make connections** - Studies have found that having a variety of social relationships may help reduce stress and heart-related risks.
- **Take care of yourself while caring for others** - Research has shown that because of the stress and time demands placed on caregivers, they are less likely to find time to address their own health problems.
- **Get active together** - Being active with others in your community can have a positive effect on your health habits and create opportunities to connect.
- **Bond with your kids** - Strong emotional bonds help children learn how to manage their own feelings and behaviors and develop self-confidence.
- **Build healthy relationships** - It's important to know what a healthy relationship looks like and how to keep your connections supportive.
- **Shape your family's health habits** - When it comes to food and physical activity, what you say and do around your children can have a lasting effect. Work together as a family to make healthy habits easy and fun.

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ALONE WE ARE SMART.
TOGETHER WE ARE UNSTOPPABLE!

[CLICK HERE TO READ THE CAREER EXPERTS GROUP TEAM MEMBERS' FULL BIOS](#)

[CLICK HERE TO READ THE YOUR CAREER > YOUR FUTURE NEWSLETTER CONTRIBUTING AUTHORS' FULL BIOS](#)

Stay tuned for our August 2022 edition,
"Summer Medley - Remote Work, Mindset, and Career Resources"